

# Press Release

## HARFORD COUNTY GOVERNMENT

### Office of Economic Development



#### PUBLIC SAFETY

"Ensuring a Safe  
Harford"

#### EDUCATION

"Preparing Now,  
Building for the Future"

#### EFFICIENCY IN GOVERNMENT

"Governing Smarter"

#### ECONOMIC OPPORTUNITY

"Growing and Sustaining  
Harford's Prosperity"

#### ENVIRONMENTAL STEWARDSHIP

"Protecting Our  
Environment"

#### QUALITY LIVING

"Safeguarding What is  
Important to Harford  
County Citizens"

FOR IMMEDIATE RELEASE: April 11, 2013

Media Contact: Wini Roche, Office of Tourism – 410-638-3059

### Harford County's Fourth Annual Restaurant Week Calling for Restaurant Participants

(Bel Air, MD) - - The Harford County Office of Tourism has announced the dates for *Harford County's Fourth Annual Restaurant Week* June 3- 15, 2013.

Restaurants interested in participating in the annual event should contact Wini Roche, Tourism & Marketing Manager, via email [wjroche@harfordcountymd.gov](mailto:wjroche@harfordcountymd.gov) or phone 410-638-3059 for details. Participating restaurants are required to be a Tourism Partner, plus provide a \$25 gift card to be used as prizes for the contest.

Changes will be implemented for the *2013 Restaurant Week* including more flexibility on the price point. Restaurants may offer three course *prix fixe* (price fixed) menus at a higher price point as long as two of those meals start at \$20.13 (or less), plus tax, gratuity and beverage. Limited service restaurants may also participate by offering a special value.

Also new this year is the contest will be social media based qualifying diners to win gift cards from each participating restaurant. Contest cards will not be distributed at restaurants this year. More than forty restaurants throughout Harford County have participated in past years. This year, as in 2012, the promotion time was extended at the request of the restaurants.

"By joining this promotion, Harford County's participating restaurants have seen an increase in business 10-15% for the week while expanding their customer base," Ms. Roche said.

The Office of Tourism will promote the week through radio, print, social media and on-line advertising. A list of the 2013 participating restaurants and their menu selections will be available on the tourism website at [www.harfordmd.com](http://www.harfordmd.com) by the middle of May.

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"Preserving Harford's past; promoting Harford's future"

